

**ORDINANCE No. 2025-05**

**AN ORDINANCE OF THE MAYOR AND THE CITY COUNCIL OF THE CITY OF DORAL, FLORIDA, APPROVING/DENYING A TEXT AMENDMENT TO THE CITY'S LAND DEVELOPMENT CODE, BY AMENDING CHAPTER 80 "SIGN REGULATIONS" IN SECTION 80-258 2(b) IN ORDER TO CORRECT A SCRIVENER'S ERROR; PROVIDING FOR INCORPORATION INTO THE CODE; PROVIDING FOR SEVERABILITY; PROVIDING FOR CONFLICTS; AND PROVIDING FOR AN EFFECTIVE DATE**

**WHEREAS**, the Comprehensive Plan and Land Development Regulations of the City of Doral ("City") are intended to maintain public health, safety, and welfare of its residents and to strengthen the City's local government capability to manage growth in a sustainable and resilient manner; and

**WHEREAS**, the purpose and intent of the City's sign regulations contained in Chapter 80 of the City's Code of Ordinances ("Sign Regulations") are, in part, to encourage the effective use of signs as a means of communication in the City, to maintain and enhance the aesthetic environment and the City's ability to attract sources of economic development and growth, to improve pedestrian and traffic safety, to minimize the possible adverse effect of signs on nearby public and private property, and to enable the fair and consistent enforcement of the City's sign restrictions; and

**WHEREAS**, the regulations of signage through the City's Sign Regulations is based on public safety, namely guarding against signs that obstruct or interfere with pedestrian and traffic safety, aesthetic purposes, and prevent the proliferation of signs that impacts the residents' quality of life; and

**WHEREAS**, the City's Sign Regulations ensure that signage is consistent with the community vision (Comprehensive Plan and Land Development Code), federal and state

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laws, Florida Building Code industry acceptable guidelines, and are strategically located to create a sense of place along the commercial and industrial corridors of the City; and

**WHEREAS**, signs throughout the City vary widely in terms of function, size, location, and structural type; and

**WHEREAS**, currently, the City prohibits off-premises signs, with the exception of those category of signs that fall within Article VI, titled “Off-Premises Billboard Signs,” of the City’s Sign Regulations, that specifically pertain to billboard signs; and

**WHEREAS**, despite having a dedicated Article regulating billboard signage, the City’s Sign Regulations does not have a defined term for “billboard signs” nor does it provide what characteristics and qualities a sign would have to qualify as a “billboard sign”, other than that the term “off-premises sign” appeared synonymous with “billboard sign”; and

**WHEREAS**, the proposed text amendment seeks to revise the City’s Sign Regulations to create a new commercial retail sign, defined as a “Media and Public Service Board Wall Sign,” that allows for on-premises and off-premises advertising in the Downtown Mixed Use (“DMU”) Zoning District, and to that end, provides for an exception to the general prohibition on off-premises signage for this newly created sign type, provides for limitations and regulations of said signs (i.e., location, distance requirements, size, and time restrictions, amongst others), and further clarifies the City’s Sign Regulations by providing for a defined term for “billboard signs”; and

**WHEREAS**, during the January 2024 Regular Council Meeting, the City Council adopted Ordinance Number 2023-34, which provided for an amendment to the City Code that allowed for electronic billboards; and

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**WHEREAS**, Section 80-258, of the chapter, provides that Media and Public Service Board Wall provides for the maximum signage area threshold; and

**WHEREAS**, due to a scrivener's error, the maximum signage area was detailed as 1.1%, where the intent was to include 1.40% as the allowable threshold; and

**WHEREAS**, the Mayor and City Council find that amending the code to correct this scrivener's error is in the City's best interest.

**NOW, THEREFORE, BE IT ORDAINED BY THE MAYOR AND THE CITY COUNCIL OF THE CITY OF DORAL AS FOLLOWS:**

**Section 1. Recitals.** The foregoing "WHEREAS" clauses are hereby ratified and confirmed as being true and correct and are hereby made a part of this Ordinance upon adoption hereof.

**Section 2. Code Amended.** Chapter 80 of the Code of Ordinances of the City of Doral is hereby amended to read as follows:

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## **ARTICLE V. SIGN STANDARDS AND REQUIREMENTS**

### **DIVISION 1. – GENERALLY**

### **DIVISION 4. PERMANENT SIGNS FOR NONRESIDENTIAL USES**

#### **Sec. 80-258. Commercial retail signs.**

(2)(b). Media and Public Service Board Wall sign. The requirements for the Media and Public Service Board Wall sign(s) permitted in this section are as follows:

The following includes the Planning and Zoning Department recommended proposed revisions submitted to the Mayor and Council during the first reading:

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<p><u>Approvals Necessary</u></p>	<p>By special exception subject to City Council Approval</p>
<p><u>Number (maximum)</u></p>	<p>The Media and Public Service Board Wall Sign(s) shall be located solely on property zoned Downtown Mixed Use and along Doral Boulevard from NW 87th Avenue to NW 79th Avenue (i.e., Central Business District). There shall be no more than four (4) Media and Public Service Board Wall Sign(s) allowed in the Downtown Mixed Use Zoning District. Of the four (4) maximum allowable Media and Public Service Board Wall Sign(s) no more than two (2) may be located on a single multi-tenant building, in addition to other permitted signs, and each <i>Media and Public Service Board Wall Sign</i> must abut and face a section line road.</p>
<p><u>Minimum Distance Requirements</u></p>	<p>No Media and Public Service Board Wall Sign shall be located less than 2,000 feet in each direction from another permitted Media and Public Service Board Wall Sign. (See: Figure 1). For purposes of measuring the minimum distance requirements set forth herein, the minimum distance between Media and Public Service Board Wall Signs shall be measured from the edge of the sign where an existing Media and Public Service Board Wall Sign is located to the edge of the property line where the proposed Media and Public Service Board Wall Sign is to be located, along the Doral Boulevard commercial corridor between NW 87 Avenue and NW 79 Avenue.</p> <p>The Media and Public Service Board Wall Sign shall not be located within 250 feet of a residential development. The residential development distance from the Media and Public Service shall be measured from the sign location to the closest residential unit(s).</p>

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<u>Sign area (maximum)</u>	1.25 square feet for each one lineal foot of street frontage, except that corner parcels providing for two (2) signs on a single multi-tenant building may utilize the greater of the two (2) frontages along a section line road for purposes of providing symmetrical signage on both sides of the building. Notwithstanding the foregoing, the Aggregate Wall Sign Area Ratio shall not result in an increase of more than 4.1% <u>1.4%</u> from the total allowable Wall Sign Area Ratio, pursuant to Section 80-258(a)(2)(a).
<u>Illumination</u>	<p>Media and Public Service Board Wall Sign(s) may illuminate the entirety of their faces with any display that incorporates rotating panels, LED lights manipulated through digital input, "digital ink" or any other method or technology that allows the sign face to present a series of images or displays.</p> <p>Media and Public Service Board Wall Sign(s) shall be modulated so that, <del>the</del> brightness shall be 500 Nits or greater, as established by a Nits study, conducted by the Applicant, to determine the appropriate Nits (the degree of brightness that a viewer's eye can see from a screen) levels for the proposed Media and Public Service Board Wall Sign without impacting the drivers, businesses, and the public.</p> <p>Brightness from sunset to midnight shall not exceed the recommended Nits levels.</p>
<u>Hours of operation</u>	The maximum hours of operation shall be as follows: Monday - Thursday from sunrise to midnight, Friday - Sunday and Holidays from sunrise to 2:00 a.m.

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<p><u>Supplemental provisions</u></p>	<p>Each sign shall make available to the City a minimum of 10 percent (10%) of its daily operating time dedicated to the City for public service announcements on a daily non-accrual basis. Media and Public Service Board Wall sign(s) may be equipped with such technology to allow changing copy or light shows on the wall space. Media and Public Service Board Wall Sign(s) are authorized for on and off-premise display and are not prohibited pursuant to Sections 80-102, 80-302, and 80-303 nor regulated pursuant to Section 80-308 of this Code.</p>
	<p>Media and Public Service Board Wall Signs message must have a minimum duration of eight (8) seconds and must be a static display. No portion of the message may flash, scroll, twirl, change color, fade in or out or in any manner imitate movement. The time to completely change from one message to the next is a maximum of two (2) seconds. The change of message occurs simultaneously for the entire sign face. The Media and Public Service Board Wall Signs automatic changing sign must contain a default design that will hold the face of the display on the sign in one (1) position if a malfunction occurs.</p>
	<p>The Media and Public Service Board Wall Signs color, or combination of colors, in the advertisement display shall in no way correspond to the colors or combination of colors specified for road traffic signals or traffic signs. The advertisement display shall in no way be similar enough to be mistaken to represent a road traffic sign.</p>
	<p>Audio speakers or any form of pyrotechnics are prohibited in association with the Media and Public Service Board Wall Signs.</p>

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	The Media and Public Service Board Wall Signs shall not advertise materials that is immoral, lascivious, or obscene as defined in Chapter 847.001, Florida Statutes.
	Media and Public Service Board Wall Signs shall not advertise tobacco products.
	<p>The Media and Public Service Board Wall Signs shall not advertise alcoholic beverages as defined in Chapter 561.01, Florida Statutes within one-quarter mile of the following:</p> <ul style="list-style-type: none"> <li>A. Any type of public or private school including pre-schools, elementary schools, middle schools, high schools, colleges and universities.</li> <li>B. Houses of worship, including churches, synagogues, temples and mosques.</li> <li>C. Hospitals or addiction treatment centers.</li> </ul>

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**Section 3. Incorporation Into the Code.** It is the intention of the City Council and it is hereby ordained that the provisions of this Ordinance shall become and made part of the City of Doral Code; that the sections of this Ordinance may be renumbered or relettered to accomplish such intentions; and that the word “Ordinance” shall be changed to “Section” or other appropriate word.

**Section 4. Severability.** That if any section, subsection, sentence, clause, phrase, work or amount of this Ordinance shall be declared unconstitutional or invalid by competent authority, then the remainder of the Ordinance shall not be affected thereby and shall remain in full force and effect.

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**Section 5. Conflicts.** All ordinances or parts of ordinances inconsistent or in conflict with the provisions of this Ordinance are hereby repealed.

**Section 6. Effective Date.** This Ordinance shall be effective immediately upon passage by the City Council on second reading.

The foregoing Ordinance was offered by \_\_\_\_\_, who moved its adoption. The motion was seconded by \_\_\_\_\_ upon being put to a vote, the vote was as follows:

Mayor Christi Fraga	_____
Vice Mayor Maureen Porras	_____
Councilwoman Digna Cabral	_____
Councilman Rafael Pineyro	_____
Councilwoman Nicole Reinoso	_____

PASSED AND ADOPTED on FIRST READING this 15 day of January 2025.

PASSED AND ADOPTED on SECOND READING this 12 day of February, 2025

\_\_\_\_\_  
CHRISTI FRAGA, MAYOR

ATTEST:

\_\_\_\_\_  
CONNIE DIAZ, MMC  
CITY CLERK

APPROVED AS TO FORM AND LEGAL SUFFICIENCY  
FOR THE USE AND RELIANCE OF THE CITY OF DORAL ONLY:

\_\_\_\_\_  
LORENZO COBIELLA  
GASTESI, LOPEZ, MESTRE, & COBIELLA, PLLC  
CITY ATTORNEY

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